



African American 5 a day Consumer Empowerment Forum



**Yolanda Randles, Executive Director
West Fresno Health Care Coalition
Central Valley Regional Nutrition Network**





West Fresno Health Care Coalition, Inc.



Who are we?



Non-Profit Community Based Organization

Located: 1135 Fresno Street (West Fresno)

Mission: *“Optimal Health and Well Being for All People living in Southwest Fresno.”*

Board: 15 Board Members

Services include:

Health Education-Pre-Natal, Sickle Cell Disease,
Breast/Prostate Cancer, Diabetes, Nutrition, Sudden
Infant Death (SIDS)

Medical Referrals

Health Insurance Enrollment





African American 5 a day Campaign



Goal:



Funded by the United States Department of Agriculture (USDA) Food Stamp Program, is designed to improve the health of the low-income African American community by providing education, advocacy, and policy development about healthy eating and physical activity.





AFRICAN AMERICAN 5 A DAY CONSUMER EMPOWERMENT FORUM

Purpose:

To inform policy makers, community leaders, and educators on *African American 5 a Day* issues particularly as it relates to opportunities for low-income African Americans to make healthy choices concerning food and physical activity and the impact of those opportunities on African American's health.



STEPS TO CONSUMER EMPOWERMENT

Panel: Understanding Farmers' Markets

Facilitator: Erica Jones, Director of Communication
American Cancer Society

Guest Panelists:

- Annette Thornton, Fresno County EOC (WIC Program)
- Richard Molinar, Small Farm Advisor
- Jeremy Hofer, Fresno Metro Ministries (EBT Cards at Farmers Markets)
- Dennis Plannz, Deputy Director Fresno Ag Commission





RECOGNITION

- Phil Larson, Chair, Fresno County Board of Directors
- Cynthia Sterling, Councilman District 3
- Randy Cooper, Director of City Parks and Recreation





OUTCOME

A Farmers' Market of Our Own



March 15, 2006

Grand Opening of the

“Golden West Side Farmers’ Market”

at the Cecil C. Hinton Community Center





“Golden West Side Farmers’ Market





Opportunity to Partner

Attend upcoming "Faith Based Leadership Conference"
September 23rd, 2006

Presenter at various faith based institutions and other area
workshops:

- Pre-Natal Education
- Cancer (Breast/Prostate)
- HIV/AIDS
- Sickle Cell Disease
- Diabetes Support groups (English/Spanish)





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“Optimal Health and Well Being for People Living in Southwest
Fresno”

